

UNITED STATES DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE  
PATENT EXAMINATION BRANCH

In re Application of:	)	Examiner: Sheleheda, James R.
Isaac BENTOLILA <i>et al.</i>	)	
	)	Group Art Unit: 2424
For: SYSTEM AND METHOD FOR	)	
BEHAVIORAL MODEL CLUSTERING IN	)	Confirmation No.: 7739
TELEVISION USAGE, TARGETED	)	
CLUSTERING, AND PREFERENCE	)	Reply to Office Action
ADVERTISING VIA MODEL	)	Dated October 14, 2009
PROGRAMMING BASED ON	)	
BEHAVIORAL MODEL CLUSTERS	)	
	)	
Application No.: 10/043,698	)	
	)	
<u>Filed: January 9, 2002</u>	)	

**REPLY TO OFFICE ACTION DATED OCTOBER 14, 2009**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Dear Sir:

Applicant hereby replies to the Office Action dated October 14, 2009, in the above-referenced patent application. Attached hereto are the following additional documents, if any: (none). Reexamination, reconsideration and allowance of the rejected claims are respectfully requested in view of the following amendments and remarks. No new matter has been added. If necessary, the Commissioner is hereby authorized in this reply, to charge payment or credit any overpayment to Deposit Account No. **07-0832** for any additional fees required under 37 C.F.R. §§1.16 or 1.17, particularly, extension of time fees. Applicants request a two-month extension under 37 C.F.R. 1.136(a) to file this response with the appropriate fee.

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks** begin on page 11 of this paper.